



اُنِيْوَرْسِيْٓتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ART & DESIGN

DIPLOMA IN FASHION DESIGN

AD1164A

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME: FRESH FRUIT ENTERPRISE

PRODUCT NAME: TUTTI FRUITY

PREPARED FOR:

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PREPARED BY:

PUTERI NUR AQILAH BINTI NOR AZIZI

2018677806

TABLE OF CONTENTS

TABLE OF CONTENT	PAGE
ACKNOWLEDGEMENT	3
EXECUTIVE SUMMARY	4
1.0 BUSINESS DESCRIPTIONS a) Name of Company b) Factors in Selecting the Proposed Business	5
1.1 COMPANY BACKGROUND	6-7
2.0 OWNER DESCRIPTION	8
3.0 PRODUCT/SERVICE DESCRIPTION	9
4.0 ORGANIZATIONAL/ADMINISTRATIVE PLAN	10-13
5.0 MARKETING PLAN	14-18
6.0 OPERATION PLAN	19-20
7.0 FINANCIAL PLAN	21
CONCLUSION	22
APPENDICES	23-25

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EXECUTIVE SUMMARY

Fresh Fruit is a business which is incorporated on 1st January 2020. Fresh Fruit offers products and service for customer, providing the variety of fresh fruit, *buah potong* and *rojak buah* that gives high satisfaction of consumer. The business is located at No 83 Jalan Bandar Seri Iskandar, 31000 Seri Iskandar Perak.

Our target market is focused on people that stayed in Seri Iskandar, students and workers in UITM Seri Iskandar that love to eat fruits. As we know that fruit is one of healthy food. Fresh Fruit market potential is to emphasize the quality of fruit and price of our products and service.

Fresh Fruit is a partnership business which register under Registration of Business Act in 1956. The business consists of 5 managers whose are General manager, Administrative Manager, Marketing Manager, Operation manager and Finance Manager. This five partners will be take role responsibilities together instead different duties and portfolio of partners. The business capital is amounted to RM 60 000.00 where contribution of each member is RM 12 000.00.

2.0 OWNER DESCRIPTIONS



Name of Owner/Partners	Puteri Nur Aqilah Binti Nor Azizi
Identity Card Numbers	940914-08-5116
Permanent Address	No 20 jalan pu 9/2A, Taman Puchong Utama , 47100, Puchong, Selangor
E- Mail	aqeelaazizi14@gmail.com
Telephone Number/Fax Number	011- 69605003
Date of Birth	14 SEPTEMBER 1994
Marital Status	Single
Academic Qualification	UITM B.B.A (Hons) in Finance
Course Attended	Business administration and entrepreneur talk
Skills	-Good communication and writing skills –Good time management, problem solving, organizational skills. –Good in computer literacy with word processing skills.
Experiences	One year experience as junior manager in chowtime
Present Occupation	General Manager of fresh fruit
Previous Business Experience	None